

Marketing Associate

Description

Drive marketing initiatives at a fast-growing NYC based start-up! Fresh Prints is an NYC-based custom apparel startup. We are one of the fastest-growing brands in the US with over 60% growth rate in the last decade. Our people are a critical factor in helping us achieve this growth. How do we create unique value propositions? How do we optimize the existing revenue channels and develop additional revenue channels? How do we usher in the next stage at Fresh Prints? These are the questions our cross-functional Growth Team members work on every day. They do so not as developers, designers, or marketers, but as entrepreneurs, determined to drive the business forward. Weâ€™re looking for someone willing to take ownership of projects, is super attentive to detail, is proactive, and can stay calm under pressure. The ideal candidate should love taking on new challenges. Needless to say, youâ€™ll grow as Fresh Prints grows. This is the perfect role for someone early on in their Marketing and/or Growth careers. Youâ€™ll get all the time and support you need to learn a lot, develop professionally, and have a big impact.

Description of the Role Work with the team to come up with ideas and strategies to drive more leads. Run & analyze A/B experiments to drive up the conversions across the funnel. Analyze marketing data to come up with meaningful conclusions and recommendations. Work closely with the Sales and other neighboring teams to drive up close rates. Create and maintain Marketing Revenue dashboards. Coordinate all campaign launches by working closely with the design team and channel members. Coordinate with Operations, Art, Finance, Tech, and Sales teams to ensure we nail every detail of our campaigns. Ensuring tracking + attribution work across the funnel. Conduct market research and identify new opportunities. Effectively and proactively execute daily administrative tasks.

Requirements Excellent communication skills Fluency in English is a must Strong time management & prioritization skills Super detail-oriented and meticulous with work Self-motivated and excited to work on different projects Proficiency in Excel or Google Sheets will give you brownie points

Personal Attributes Proactive: You believe itâ€™s always on you to make sure anything you do is a success In love with a challenge: You revel in solving problems and want a job that pushes you out of your comfort zone Goal-oriented: Youâ€™re incredibly ambitious. Youâ€™re dedicated to a long-term vision of who you are and where you want to go Open to change: Youâ€™re inspired by the endless ways in which everything we do can always be improved Calm under pressure: You have a sense of urgency but channel it into productively working through any issues Super attentive to detail: You have an eagleâ€™s eye for detail and can catch any mistake within seconds

Compensation & Benefits \$700 per month \$40 Night Shift Allowance Health Insurance Personal Accident Insurance (India only) The opportunity to learn a lot rapidly Working with a talented and busy team dedicated to building a business together

Details This will be a one-year fixed-term position with a possibility to convert into a permanent role This is a WFH role Hours are Monday – Friday, 12:30 PM – 9:30 PM IST Fresh Prints is an equal employment opportunity employer and promotes diversity; actively encouraging people of all backgrounds, ages, LGBTQ+, and those with disabilities to apply. Please mention the word ****CURE**** and tag **RMzQuODluNzAuMTAy** when applying to show you read the job post completely (**#RMzQuODluNzAuMTAy**). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

Contacts

Hiring organization

Fresh Prints

Job Location

Hyderabad, Telangana, India

Base Salary

\$ 70000 - \$ 100000

Date posted

April 23, 2024

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